

Figure 1

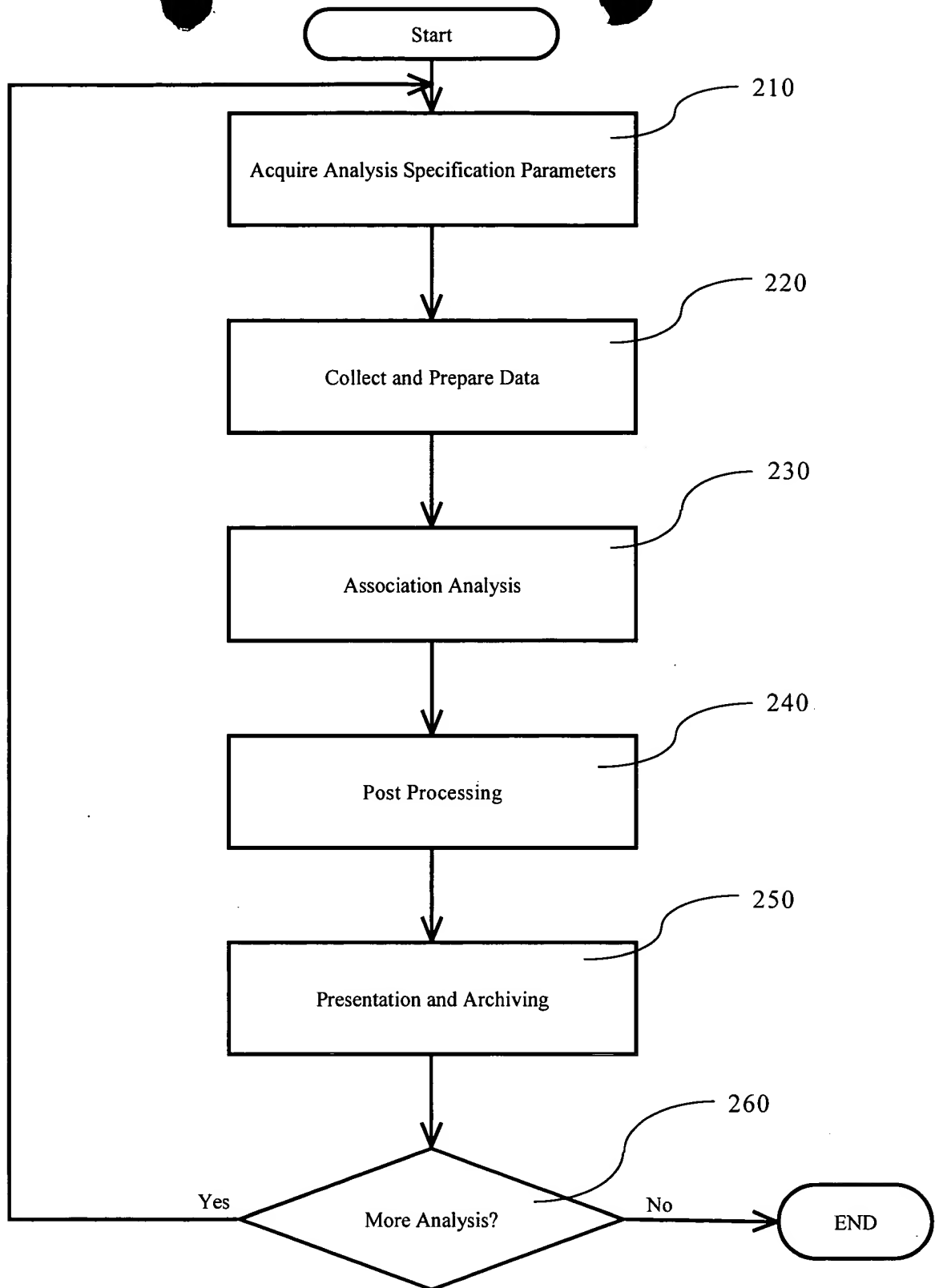


Figure 2

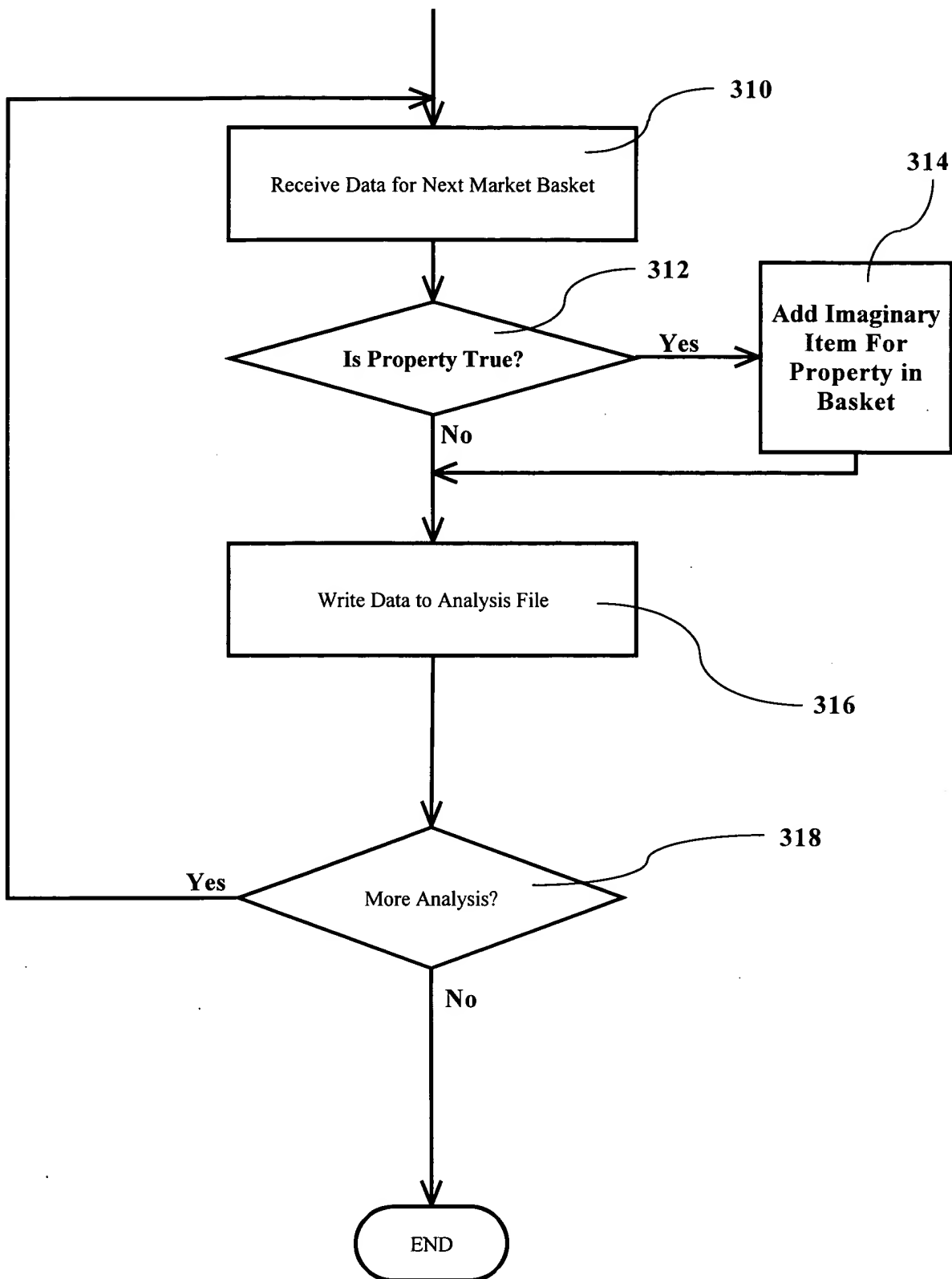


Figure 3

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graph TD
    Start(( )) --> Join(( ))
    Join --> D1{Another Item to Process?}
    D1 -- NO --> End([END])
    D1 -- YES --> R1[Receive Data for Next Transaction]
    R1 --> D2{Was Item Advertised at time of Sale?}
    D2 -- Yes --> R2[Add information identifying item as non-advertised]
    R2 --> Join2(( ))
    D2 -- No --> Join2
    Join2 --> R3[Add Details of Advertising to Data]
    R3 --> R4[Update Advertising Taxonomy]
    R4 --> D3{Was Item Advertised Elsewhere?}
    D3 -- Yes --> Join2
    D3 -- No --> Join

```

Figure 4

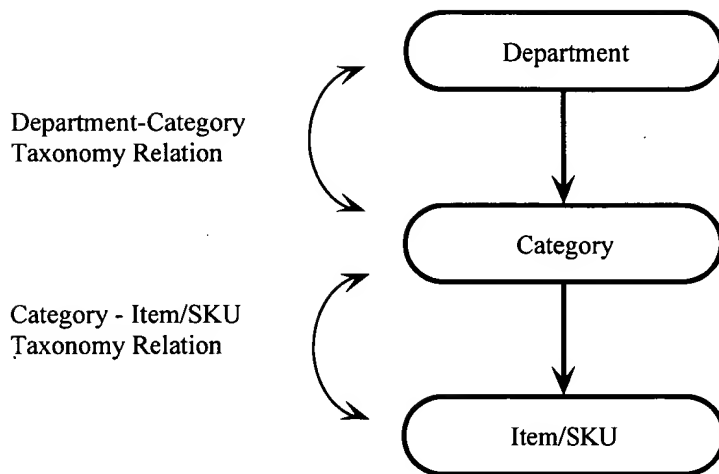


Figure 5

Category	Item/SKU
Beer	Heineken Six-pack 12Oz Bottle
Beer	Corona Six-Pack 12 Oz Can
Wine	Gallo Merlot
Wine	Kendall Jackson Pinot Noir

Figure 6

Department	Category
Alcoholic Beverages	Beer
Alcoholic Beverages	Wine
Non-Alcoholic Beverages	Soda

Figure 7

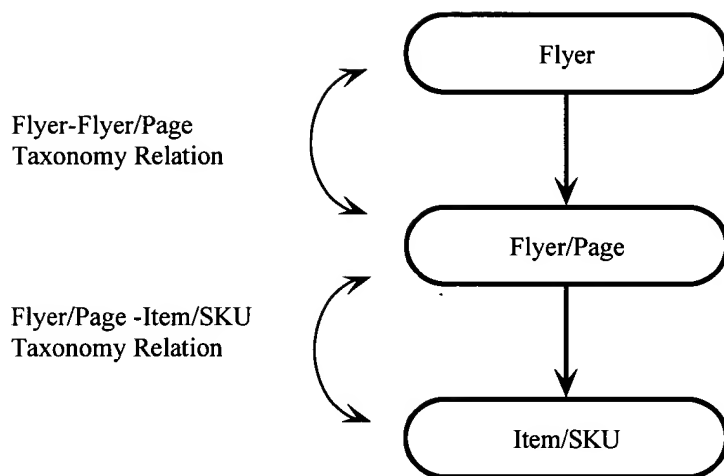


Figure 8

Flyer/Page	Item/SKU
9/23 Phila. Inq./Front Page	Heineken Six-pack 12Oz Bottle
9/23 Phila. Inq./Back Page	Heineken Six-pack 12Oz Bottle
9/23 Phila. Inq./Front Page	Corona Six-Pack 12 Oz Can
12/22 BCT/Back Page	Gallo Merlot
12/22 BCT/Middle Insert	Kendall Jackson Pinot Noir

Figure 9

Flyer	Flyer/Page
9/23 Phila. Inq.	9/23 Phila. Inq./Front Page
9/23 Phila. Inq.	9/23 Phila. Inq./Back Page
9/23 Phila. Inq.	9/23 Phila. Inq./Front Page
12/22 BCT	12/22 BCT/Back Page
12/22 BCT	12/22 BCT/Middle Insert

Figure 10

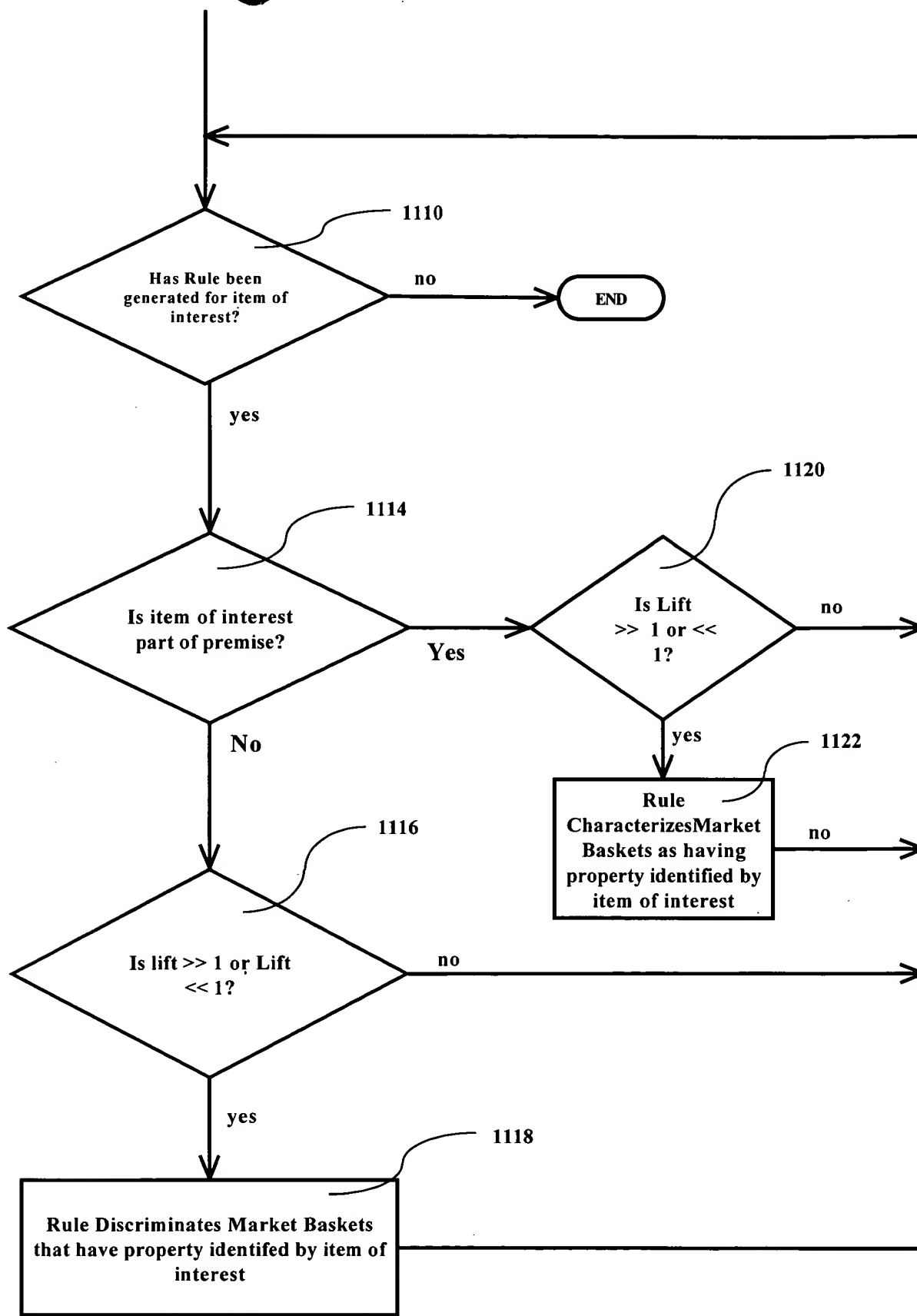


Figure 11